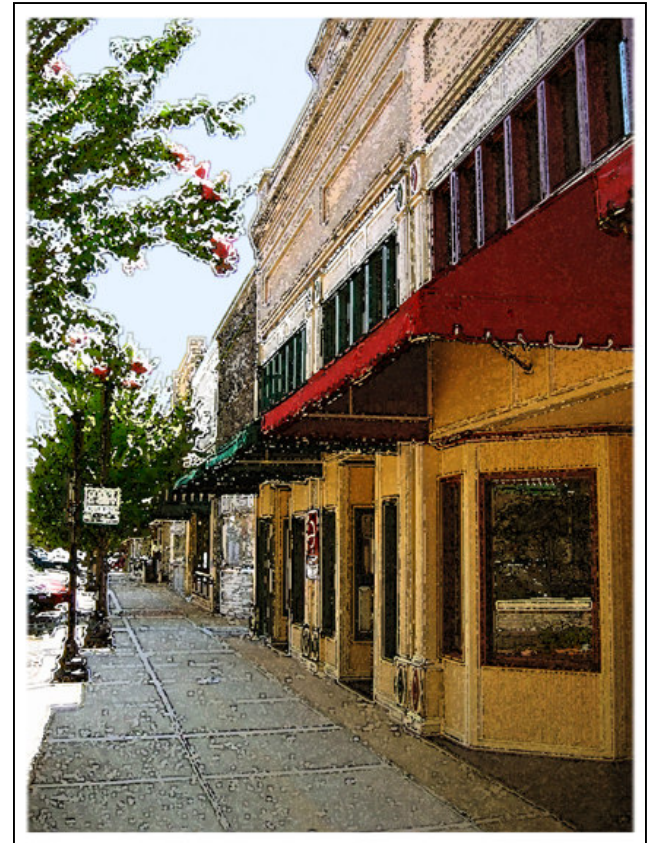


Redevelopment Commission
City of Greenville, North Carolina

Annual Report
July 2003 – June 2004



Preface



In November 2002 the City Council appointed members to a newly established Redevelopment Commission. The purpose of the commission is to redevelop blighted areas of the City. The Redevelopment Commission's current attention is on the center of our city – the Central Business District and the areas that surround it. While we do have the blighting influence of deteriorated and dilapidated structures and infrastructure that need improvement, we also have wonderful opportunities in the same area.

There have been changes and improvements in this area over the years, but decay, non-conformity and the lessening prominence of the area mandate a need for action. At this time there is a renewed interest and commitment from elected officials, the University, Uptown Greenville, Inc., and the neighborhoods of the central city.

Greenville is a thriving city that serves a large geographic area. The city will continue to have sustained growth. It is very important that we protect and improve the area that gives us our identity – that which makes us different from all other cities – the Center City. This will be a time-consuming and costly process but will provide great returns for the entire city.

We are committed to this effort and feel the opportunities are truly limited only by our imaginations. Through coordination and dedication we envision our Center City as an evolving area with the continued growth of the University, new street connections, redevelopment of neighborhoods, additions in the areas of arts and sciences, more housing opportunities, and preservation of our significant structures.

We look forward to the continuation of this process and look to all of our citizens for input and support. This publication has been prepared to update you on the efforts so far. We hope it is informative.



Don Edwards
Chairman

Redevelopment Commission
City of Greenville, North Carolina

Redevelopment Commission Goals



- ★ Coordination of the expansion of East Carolina University into the Uptown and adjacent areas and assistance in the assembly of property.
- ★ Revitalization of the 14 neighborhoods in West Greenville, generally located between Pitt Street, Memorial Drive, the Tar River and the Norfolk and Southern Railroad, to include the acquisition of dilapidated structures, demolition, relocation assistance, housing rehabilitation, street improvements, upgrading of utilities, street lighting, etc.
- ★ Preservation of historic warehouses and older buildings through renovation and adaptive re-use.
- ★ Revitalization of the major corridors, especially from Uptown along Dickinson Avenue to Memorial Drive and Martin Luther King, Jr. Drive to Memorial Avenue, to include rehabilitation of structures, acquisition and demolition of dilapidated structures, relocation assistance, and new development through land assembly.
- ★ Acquisition of property for the Tenth Street / Stantonsburg Road four-lane connector between Uptown, East Carolina University Core Campus and Medical Area.
- ★ Coordination of the Redevelopment Commission's plans and activities so that they will not supplant existing plans and activities of the City, particularly the Community Development Block Grant program or other involved entities.
- ★ Solicitation of persons / companies to make investments in new or renovated buildings.
- ★ Remove incompatible land uses from the area, such as industrial uses.
- ★ Implement programs to increase home ownership.
- ★ Encourage public involvement in all activities of the redevelopment process.

Background



In March 2002, City Council requested that the Planning and Zoning Commission consider if there were blighted areas in the City.

On April 16, 2002, the Planning and Zoning Commission held a public hearing regarding blighted areas and made this information known to City Council.

In May 2002, City Council voted to hold a public hearing at their June 13th meeting on the creation of a redevelopment commission.

In June 2002, City Council voted and approved an ordinance for the creation of a redevelopment commission.

In June 2002, the Secretary of State issued a "Certificate of Incorporation of the Redevelopment Commission of Greenville."

In November 2002, City Council appointed members to serve on the Redevelopment Commission

In December 2002, the first Redevelopment Commission meeting was held.

In March 2003, the Redevelopment Commission approved its Bylaws and Goals.



Year in Review

July 2003 – June 2004



In July 2003, proposals were received for the preparation of the Center City Revitalization Plan.

In November 2002, a contract was entered into between the Redevelopment Commission and DesignStrategies, LLC, for the preparation of the Center City Revitalization Plan.

In January 2004, a stakeholders meeting was held at Sheppard Memorial Library, conducted by Ken Betsch of DesignStrategies. The meeting was advertised and open to the public, and had approximately 75 people in attendance. The purpose of the meeting was to gather input from citizens for the development of the Center City Revitalization Plan. Information was collected under a number of headings, such as: Opportunities, Constraints, Threats, Strengths, Goals, etc.

In February 2004, DesignStrategies attended a Redevelopment Commission meeting and reviewed the information collected at the stakeholders meeting. Later the same day, DesignStrategies attended a meeting with citizens held at the Eppes Center. There were approximately 70 people in attendance. DesignStrategies provided information about the Center City Revitalization Plan, timeframes and how it relates to the 45-block Revitalization Program funded under the Community Development Block Grant Program.

In March 2004, DesignStrategies, along with market consultants Hammer, Siler, George and Associates, conducted a “West Greenville Neighborhood Leaders” meeting at the Eppes Center. In this meeting, they described the efforts to date on the development of the Center City Revitalization Plan and concentrated on the Economic and Market Analysis Study.

In April 2004, DesignStrategies conducted a meeting with approximately 20 representatives from the City of Greenville, Greenville Utilities Commission, and East Carolina University. The purpose of the meeting was to explain the planning process to those who may not be familiar, to go over the first draft of the Revitalization Plan Map, to gather input from those in attendance, and to refine the plan boundaries. The draft map was handed out.

In May and June 2004, the planning team held meetings with the East Carolina University Chancellor’s office and other staff regarding potential projects to be completed within the Revitalization Plan area. The planning team also met with the City’s parking consultants to discuss downtown parking, with Uptown Greenville to review economic development, with the Superintendent of Pitt County Schools to review downtown school projects, with the City’s Public Works Department, and with Dr. John Meredith to discuss interface with the proposed Eastern North Carolina Regional Science Center.

Center City Revitalization Plan



The “Center City” of Greenville is bounded generally by the Tar River to the north, Reade and Charles Streets to the east, the Norfolk and Southern Railroad to the south, and Memorial Drive to the west. This area contains the Central Business District, the western edge of East Carolina University’s main campus, and the neighborhoods abutting that area. The Center City gives Greenville much of its identity. It is what makes Greenville different from other towns and cities. It is an area with the most intense investment in infrastructure. This area includes many old architecturally and historically significant structures that should be carefully considered, saved, and improved when justifiable.

The Center City contains diverse uses and a number of buildings that are in a state of decline. Many improvements have occurred in this area over the years. However, there is a great need for additional improvements. A program is needed to eliminate the blighting influences of dilapidated structures and inappropriate uses, to improve the economic vitality while maintaining and improving the integrity of the area and surrounding neighborhoods.

The improvements in this area will not happen overnight. It will be a continuing process that will require substantial investments by both the public and private sectors and will take years to complete. The first step of this process is to provide a framework – a plan. The plan should complement and incorporate any other plans and projects that may be underway.

Public input is a valuable component of a successful redevelopment plan. There will be a number of opportunities for citizens and stakeholders to participate in this planning process. The consultants will hold neighborhood meetings, meetings with representatives from Uptown Greenville, from East Carolina University, from the City of Greenville and Greenville Utilities Commission, and so on. Also, there will be opportunities for comment during public input sessions at the Planning and Zoning Commission and City Council Meetings.

The Center City Revitalization Plan is scheduled to be completed and ready for review and approval by the end of the year (2004).

Center City Revitalization Plan Boundaries



Good News

New Investment within the Revitalization Plan Area



Self-Help Credit Union



Starlight Cafe



Wavelength-Plecturn



Emerge Gallery

Examples of New Investment Within the Revitalization Plan Area

- ❖ Self-Help Credit Union (renovation of the Minges Building)
- ❖ Evolve Advertising Agency
- ❖ Dickinson Avenue Antique Market
- ❖ Just Yoga
- ❖ Via Cappuccino Italian Coffee House
- ❖ U.S. Senator Elizabeth Dole, constituent office
- ❖ Studio Eleven
- ❖ Wavelength-Plecturn
- ❖ Coed Campus Closet
- ❖ Renovations and expansions of Greenville City Hall and Greenville Utilities buildings
- ❖ Expansions of various local restaurants

Redevelopment Commission Budget



**Fiscal Year
2003-2004**

\$125,000

**Center City
Revitalization Plan**

**Fiscal Year
2004-2005**

\$24,000

**Operating
Expenses**

**Bond Referendum
November 2004**

\$5 million

West Greenville Revitalization

\$5 million

Center City Revitalization

\$2 million

Tenth Street Connector

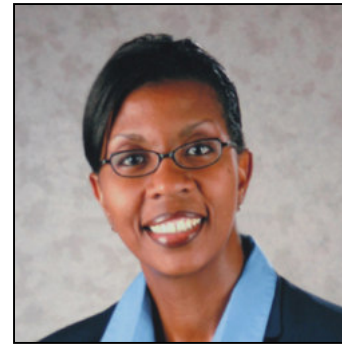
Redevelopment Commission Membership



Minnie Anderson
Vice Chair



Kelly Barnhill Sr.
Commissioner



Mary Chapman
Commissioner



Don Edwards
Chairman



Ashley Fenner
Commissioner



Brit Laughinghouse
Commissioner



Bob Thompson
Commissioner



Andy Harris
Secretary